

**A Tasteful Affair 4  
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Editor, St. Louis Eagle

Jeff Ficker

April 10, 1992

Steve Roberts  
TV 46 WHSL  
1408 North Kingshighway, Ste. 300  
St. Louis, Missouri 63113

Dear Steve,

Thanks so much for the invitation to present FOOD OUTREACH's message with your audiences, via your station. I appreciated your easy manner and your support of our efforts through the type of questions you asked. We are grateful for the time you've offered us to speak about this service for persons living with AIDS.

Sharing your resources to publicize A TASTEFUL AFFAIR 4 is a significant contribution to those who are needy in our community as a result of AIDS. Thank you for your generosity.

With heartfelt thanks,

*Steve Roberts*

# NCADA

NATIONAL COUNCIL ON ALCOHOLISM & DRUG ABUSE

ST. LOUIS AREA

May 18, 1992

Ms. Monica Nettles  
Public Affairs  
Channel 46  
1408 N. Kingshighway  
Suite 300  
St. Louis, MO 63113

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*Executive Director*

Dear Monica:

Thank you very much for inviting our agency to present information on adolescent partying during prom and graduation season. We were delighted to have the opportunity to showcase TREND along with our agency's other programs, and local efforts to promote safe prom and graduation activities.

We hope that we can come back in the future to expand on our agency's services.

Sincerely,



Ginny Shaller  
TREND Coordinator

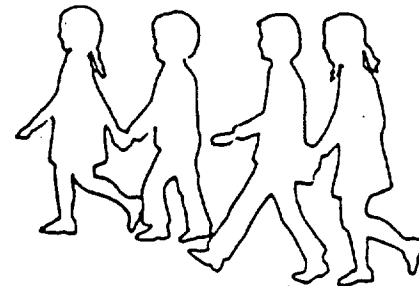
GS:KJ



# School District of Clayton

Meramec School / Ruth Mach, Principal

400 S. Meramec Avenue • Clayton, Missouri 63105 • 314-726-5340



November 22, 1991

Dear Mr. Roberts:

Your participation in our Children's Book Week was so appreciated. You made a lasting and positive impression which may very well make a real difference in the lives of many of our young people. Learning to read is one of the most important gifts we can give to our Meramec students.

Your willingness to share your own experience in support of this effort is gratefully acknowledged.

Sincerely

A handwritten signature in cursive script that reads "Ruth Mach". The signature is written in dark ink and is positioned above the printed name and title.

Ruth Mach  
Principal  
Meramec School

Service Corps of Retired Executives  
U.S. Small Business Administration  
815 Olive St., Room 242  
St. Louis, MO 63101-1569

June 4, 1991

Mr. Steven G. Roberts, General Manager  
TV 46 WHSL  
Roberts Broadcasting Company  
1408 N. Kingshighway, Ste. 300  
St. Louis, MO 63113

Dear Mr. Roberts:

I take this opportunity to thank TV 46 for taping and airing the interview of the Service Corps of Retired Executives (SCORE). The airing of the public service announcement has created the opportunity for many St. Louisans to inquire about the free counseling services offered by SCORE and the U.S. Small Business Administration. As a result, perhaps

**Girls Incorporated  
of St. Louis**

4324 Margaretta  
St. Louis, MO 63115  
314 385-8088

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4324 Margaretta Avenue  
Administrative Office  
St. Louis, MO 63115  
385 8088  
385 0290 Fax

2216 Sidney Street  
St. Louis, MO 63104  
771 0044

Julie A. Spackman  
*Executive Director*

June 3, 1991

Mr. Michael V. Roberts  
Roberts-Roberts & Associates  
1408 North Kingshighway  
Suite 300  
St. Louis, Missouri 63113

Dear Michael:

Thank you for the opportunity to present information about Girls Incorporated on WHSL - TV 46. You are providing a great public service through the In Your Interest segment.

It was a pleasure to meet you. I hope you will have the opportunity to visit one of our Centers soon. I would be happy to arrange a tour at your convenience.

Sincerely,

  
Julie Spackman  
Executive Director

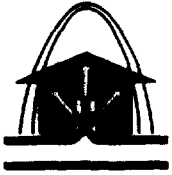
**girls  
inc.**

Growing up is  
serious business

Formerly Girls Club  
of St. Louis



A United Way Agency



# St. Louis Opportunity Clearinghouse

4000 Laclede Avenue, St. Louis, Missouri 63108

314/652-0360

FAX# 314/652-0310

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*Brenda Mahr*  
Executive Director

August 13, 1992

Ms. Monica Nettles  
Channel 46  
1408 N. Kingshighway - #300  
St. Louis, MO 63113

Dear Ms. Nettles:

Thank you so much for having our Executive Director, Brenda Mahr, on your program. The free publicity will go a long way in furthering our mission of assisting persons with limited opportunities to self-sufficiency through employment.

Thanks again!

Sincerely,

Chip Shields  
Director of Development

"The Employment Connection"



A United Way Member





MISSOURI CHAPTER

## Lupus Foundation of America, Inc.

DEL CREST PLAZA BUILDING, 8420 DELMAR BLVD., ST. LOUIS, MO 63124 • (314) 432-0008

*—on the move for* **LUPUS**

9th Annual Walk For Lupus - October 11, 1992  
August 7, 1992

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Garv Bradford

Ms. Monica L. Nettles  
Director of Programing  
TV46 WHSL  
1408 N. Kingshighway, Ste. 300  
St. Louis, MO 63113

Dear Monica:

On behalf of those associated with the Missouri Chapter Lupus Foundation of America, a most sincere thank you for seeing that lupus received exposure on WHSL. One of the very important missions of our Foundation is to reach out to those who may have lupus and educate them to the importance of early diagnosis and medical supervision. Combine that with our need to educate the general public about this disease which is more common than MS, MD or leukemia, and you can easily see how deeply grateful we are to WHSL for its interest and support.





COMMANDING OFFICER  
NAVY RECRUITING DISTRICT  
ST. LOUIS, MISSOURI

13 August 1992

Ms. Monica Nettles  
WHS-46  
1408 N. Kingshighway  
St. Louis, Missouri 63103

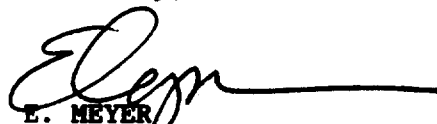
Dear Ms. Nettles,

Thank you for taking the time to assist the Navy in its recruiting efforts through the interview with Mr. Steve Roberts on Wednesday, August 12.

The Navy greatly appreciates your continuing support through airing PSA's which provide the Navy with outstanding awareness in the community.

I'm looking forward to our continued working relationship on the "In Your Interest" segment.

Sincerely,

  
E. MEYER  
Commander, U. S. Navy



**EDUCATIONAL  
SERVICE  
CENTER**  
REGION 16

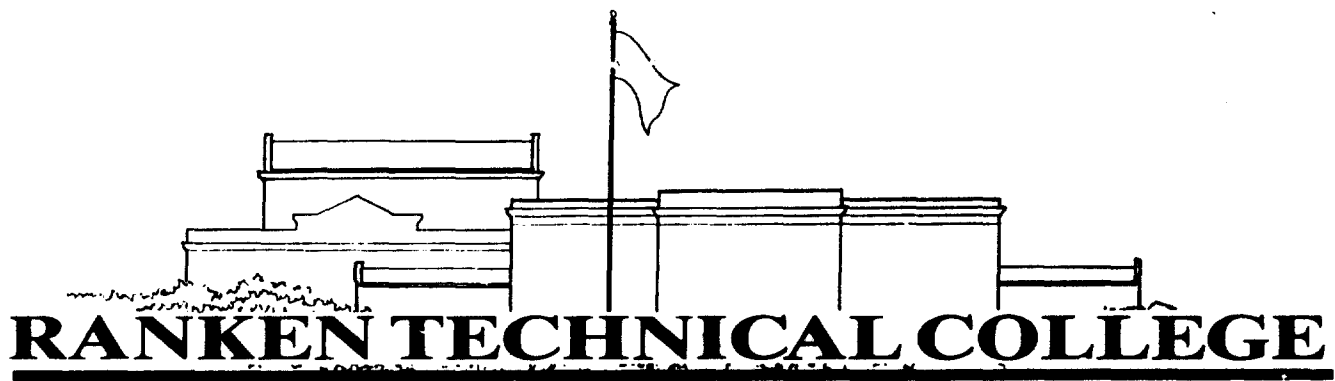
**Mrs. Martha O'Malley**  
Administrative Agent

**Michael W. McCollum**  
Executive Director

October 15, 1992

Thank you for hosting an Illinois educator in the Vocational Instruction Practicum program!

This summer an Illinois vocational educator was able to gain practical experience at your workplace. The V.I.P. program appreciates your cooperation and thanks you for helping to make this program a success.



4431 FINNEY AVENUE  
ST. LOUIS, MISSOURI 63113  
(314) 371-0233  
(800) 535-2683

May 5, 1992

Ms. Angela Haynes, Director of Operations  
Roberts Broadcasting Company  
Kingsway Centre  
1408 North Kingshighway Suite 300  
St. Louis, MO 63113

Dear Ms. Haynes:

We were honored to have you as a guest speaker at Ranken's Career Achievers general meeting this past Thursday, April 30. Thanks to you we were able to provide our students with some stimulating information about the "Real-World" and how to plan and adjust for it. Everyone was highly impressed and you provided an excellent topic to motivate our members to continue striving to be the best.

We would like to thank you again for allowing us to tour Roberts Broadcasting Company and hope you will visit us in the near future. If I can be of any assistance to you in the future, please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Cheryl A. Bond".

Cheryl Bond, Placement Director

**MBH Communications**  
**146 East Woodbine**  
**Kirkwood, Missouri 63122**  
**314-822-9175**

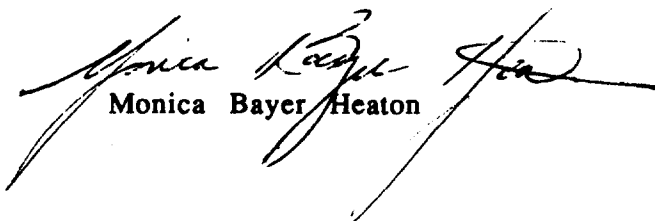
September 23, 1991

Steve Roberts  
WHS� TV Channel 46  
St. Louis' Home Shopping Club  
1408 N. Kingshighway, Ste 300  
St. Louis, MO 63113

Dear Mr. Roberts:

Thank you for giving so generously of your time last Friday in meeting with our group from Coro Women in Leadership. Your insights into the St. Louis community were eye-opening. In fact, the whole week was an eye-opener. There are tremendously strong and intelligent women in the program, and we were lucky to be exposed to some tremendously strong and intelligent people who are doing a great deal for the community -- like yourself. Thanks again.

Sincerely,

  
Monica Bayer Heaton

St. Louis Chapter  
Host of the  
1991 National  
Convention

August 1, 1991

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Ms. Angela Haynes  
Office Manager/Sales  
WSHL TV-46  
1408 N. Kingshighway Suite 300  
St. Louis, Mo 63113

Dear Ms. Haynes:

On behalf of the 100 Black Men of Metropolitan St. Louis, Inc., we would like to express our sincere thanks to you and WSHL TV for the support and participation during our National Convention this year.

**A Tasteful Affair 4**  
1992 Host Committee

Jennifer Anderson  
President, St. Louis Dietetic Association

Joni Sullivan Baker  
Manager-Corporate Communications,  
The May Department Stores Company

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Critic-at-Large, St. Louis Post-Dispatch

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Patty Cohn  
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April 10, 1992

Angela Haynes  
TV 46 WHSL  
1408 North Kingshighway, Ste. 300  
St. Louis, Missouri 63113

Dear Angela,

Thanks so much for arranging for FOOD  
OUTREACH'S information being presented to your  
audiences via your station. We are grateful for the  
time you've offered us, and the production of the  
interview pieces.

Your willingness to share our message, and to  
publicize A TASTEFUL AFFAIR 4 are significant  
contributions to those we serve who are living with  
AIDS.

With heartfelt thanks,

*Sister Regina*  
Sister Regina Fox, SSND  
Event Chair



FOOD OUTREACH, INC.  
4579 Laclede Avenue, Suite 309  
St. Louis, Missouri 63106

Laurel  
Reddy's Restaurant  
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Gregg  
President, Kaleidoscope Productions  
Dr. Kenneth and Marjorie  
Professor and Chairman of Neurology  
St. Louis University Medical Center  
Steve  
President, St. Louis Inland AIDS  
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Vice President, National Council Sister  
Mark  
Paul  
Audit Partner, Arthur Andersen & Co.  
Patricia Taylor-Yung and  
Linda  
Rebecca  
President of the St. Louis  
AIDS Foundation of St. Louis  
Arthur  
A



June 29, 1990

Steven Roberts  
Roberts & Roberts Broadcasting  
WHSI Channel 46  
1408 N. Kingshighway, Suite 300  
St. Louis, Missouri 63113

Dear Mr. Roberts:

We sincerely appreciate your kindness and generosity in allowing the YWCA to share in the V.P. Fair activities with Channel 46. The visibility that our organization will get will be very helpful to us as we begin our new marketing efforts to the community.

I look forward to meeting you personally and perhaps exploring other avenues in which Channel 46 and the YWCA of Metro St. Louis can mutually benefit.

Again, thank you for this opportunity at the 1990 V.P. Fair.

Sincerely,

*Marilyn Robinson*  
Marilyn Robinson  
Chief Executive Officer

Administrative Offices  
YWCA of Metro St. Louis  
4232 Forest Park Blvd.  
Suite 204  
St. Louis, MO 63108  
314/531-1115

Chief Executive Officer  
Marilyn L. Robinson

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**Coro Midwestern Center**

*a foundation for leadership*

1730 S. 11th St. Suite 102 St. Louis, MO 63104 (314)621-3040

February 7, 1992

Mr. Steve Roberts  
Ms. Monica Nettles  
WHSL-TV Channel 46  
St. Louis Home Shopping Club  
1408 N. Kingshighway, Suite 300  
St. Louis, MO 63133

Dear Mr. Roberts and Ms. Nettles:

On behalf of CORO and the Women In Leadership program, please accept our thanks for hosting a visit from members of our Women In Leadership, Class 23, training program and participating in the Media Panel. The information gathered and the overall experience was worthwhile. It is my hope that the experience was valuable to your organization as well. We would like the chance to offer this opportunity to you again in the future.

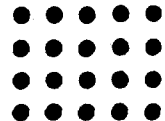
I would like to take this opportunity to invite you to recommend women in your organizations who you feel may benefit from CORO training. Women In Leadership classes are five month programs, held twice a year. Please feel free to pass along our number, 621-3040. I would be happy to forward information concerning class 24



**The American  
Council of  
Young Political  
Leaders**

April 1, 1992

Mr. Steven Roberts  
Roberts Broadcasting Company  
1408 N. Kingshighway  
St. Louis, MO 63113



Dear Steve:


On behalf of the American Council of Young Political Leaders, we would like to thank you for arranging our Argentine Political Leaders program in St. Louis. This exchange program with Argentina is one of the ACYPL's growing relationships. We appreciate all of your help in making it successful.

It is the personal contributions of people like yourself that make the programs of the ACYPL so beneficial to its participants. The ACYPL feels strongly that, through exchange programs like this one, friendships can be made, ideas can be exchanged, and greater understanding can be achieved between cultures and individuals.

This exchange program represents an ongoing commitment to expose the young political leaders of Argentina to new ideas and new friendships with their American peers. Through your involvement, our visitors have been provided an opportunity to expand their horizons and to more fully understand the American system of government and its political processes. It will be an experience they will not soon forget.

Thank you again for your involvement and your support of the programs of the ACYPL.

Sincerely,

  
W. Hodding Carter  
Chairman

  
Mimi Weyforth Dawson  
President

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HUGH O'BRIAN  
YOUTH FOUNDATION

MISSOURI EAST LEADERSHIP SEMINAR

January 28, 1992

Mr. Steven C. Roberts  
President, Roberts Broadcasting Company  
1408 N. Kingshighway, Suite 300  
St. Louis, MO 63113

Dear Mr. Roberts:

I can't tell you how appreciative and excited I am that you will join us as a speaker for the 1992 Missouri East HOBY Leadership Seminar education panel entitled, "Entrepreneurship: Creators of Businesses of the Future".

Your audience will be 200 high school sophomores from the eastern half of Missouri, including representatives from all 14 St. Louis City public schools. All students have been selected by their school principals to attend.

After brief introductions by student moderators, panelists have 3 to 5 minutes to talk about themselves and the subject. Then follows a 45 minute question-answer session between students and speakers. There is always a dynamic interaction during this part of the program. A final 20 minute period ensues in which students converse with the speakers in small discussion groups.

Your panel is scheduled for Sunday, March 22nd from 10:30 to approximately 12:30 pm at the Henry VIII Hotel and Conference Center. Please plan to arrive 15 minutes beforehand to be interviewed by a student introducer. Also, please bring along a short biography (approximately one paragraph long).

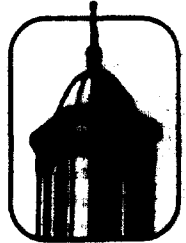
Looking forward to having you with us. Your message will be most meaningful to our youth leaders. A copy of the program draft and a descriptive brochure are enclosed.

Sincerely,

*Kim Furlow*

Kim Furlow, Program Director

cc: Frank Van Bree, Chairman



Tennessee State University Alumni  
Greater St. Louis Chapter  
P.O. Box 7037  
St. Louis, Missouri 63177

April 15, 1992

TO: Atty. Steven Roberts

FROM: Jaunita G. Brown  
Tennessee State University Alumni  
Greater St. Louis Chapter

Re: Midwest Regional Conference

Dear Steve,

There is no way ,that I can say **THANK YOU**, enough times to express my thanks to you. Words cannot express my gratitude for your contribution to a very successful conference. It was the efforts of each doing his best at the right time that made our conference great. It took the part played by you to produce the "RAVE REVIEWS " that were received.

Its this kind of effort and support that makes St. Louis, a great place to be apart of. We maintained our reputation of doing things in " A-CLASS-DELUX FASHION ".

THANKS FOR YOUR SUPPORT

Sincerely,

*Jaunita G. Brown*

# EDUCATIONAL SERVICE CENTER

# Roberts Broadcasting Company

Your assistance to the educational community is an example worthy of emulation.

# Missouri Institute for Prevention Services

A program of the Missouri Department of Mental Health, Division of Alcohol and Drug Abuse

School/  
Community  
Teams

September 12, 1990

School/  
Community  
Advisory  
Councils

Teen  
Institutes

Mr. Mark Roberts  
TV 46 WHSL  
Kingsway Centre  
1408 N. Kingshighway, Suite 300  
St. Louis, MO 63113

Curriculum  
Assistance

Dear Mark:

Peer  
Programs

What a delightful experience to be a guest on "In Your Interest". Joy and I appreciated the opportunity to share about NCADA and TREND with your viewers.

Drug-free  
Alternatives

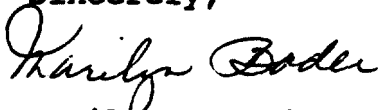
I have told our staff of your interest and enthusiasm regarding our programming. I hope we will have the opportunity to work with you in some of our awareness days or retreats. We are always interested in helping our young people meet and interact with positive role models.

Awareness  
Programs

Services for  
High-risk  
Populations

Thanks again for the interview. We look forward to working with you and Channel 46!

Sincerely,



Marilyn E. Bader  
Coordinator - Prevention Services

Prevention  
Coordination

MEB/drb

MIPS Eastern Regional Program

National Council on Alcoholism and Drug Abuse -- St. Louis Area  
8790 Manchester Road, Suite 210 • St. Louis, MO 63144 • (314) 962-3456

United Way  
Member  
Agency



# H O P E inc



Housing Options Provided for the Elderly, Inc.

5/15/92

Dear Mr. Roberts,

Thanks for interviewing me yesterday and allowing me to tell my story about HOPE, Inc.

I think what you are doing for small agencies such as ours is great and you should be commended! Thanks!

Sincerely,  
Lynne Ryani

ISSUES - PROGRAM QUARTERLY REPORT

WHSL - TV 46

EAST ST. LOUIS, ILLINOIS

JANUARY 10, 1991

The issues of particular concern significantly treated during the period October 1, 1990 through December 31, 1990 were:

- |                         |                      |
|-------------------------|----------------------|
| 1. Health               | 12. Environment      |
| 2. Education            | 13. Substance Abuse  |
| 3. Women                | 14. Crime            |
| 4. Youth Concerns       | 15. Safety           |
| 5. Consumerism          | 16. Racism           |
| 6. Family               | 17. Quality of Life  |
| 7. Culture              | 18. Government       |
| 8. Seniors              | 19. Veterans Affairs |
| 9. Economic Development | 20. Volunteerism     |
| 10. Homelessness        | 21. Finance          |
| 11. Handicapped         | 22. Employment       |

"In Your Interest" is the umbrella title given to the daily news and public affairs programming designed to identify, explore and provide solutions and/or alternatives to significant issues of concern in the WHSL-TV 46 viewing area via interviews with lay expert people.

1. Health - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
Part 4 4:30

November 13, 6:17p, 7:17p,  
8:17p, 9:17p  
November 15, 9:17a, 10:17a,  
11:17a, 12:17p  
November 17, 3:17p, 4:17p,  
5:17p, 6:17p  
November 18, 4:17a, 5:17a,  
6:17a, 7:17a  
November 19, 1:17p, 2:17p,  
3:17p, 4:17p  
November 20, 3:17p, 4:17p,  
5:17p, 6:17p  
November 21, 8:17a, 9:17a,  
10:17a, 11:17a  
November 22, 12:17p, 1:17p,  
2:17p, 3:17p  
November 23, 12:17a,, 1:17a,  
2:17a, 3:17a

The issues addressed in this program was the growing problem of breast cancer in the St. Louis area. The program's discussion provided general information about breast cancer, the most courmoir form of cancer, who is at risk, causes and solutions. Dr. Marlys Schuh, and Debbie Edwards, a social worker specializing in cancer patients, were the featured guests. Also covered were facts such as, hereditary factor, lifestyle, age, frequency of test, counseling for families as part of breast cancer affecting women and relatives. This program was produced in a four part series.



pg 3

1. Health - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30

November 24, 2:17p, 3:17p  
November 27, 8:17a, 9:17a  
December 1, 7:17a, 8:17a  
December 7, 4:17a, 5:17a  
December 8, 9:17p, 10:17p  
December 9, 10:17p, 11:17p  
December 11, 8:17p, 9:17p

The issue addressed in this program, was dieting during the Holiday season. Some of the factors discussed were the need to plan meals, avoiding temptation of certain foods, and sticking to a set plan regarding the kinds of food to eat. Dottie Durbin, a dietitian at Barnes Hospital was the featured guest. She shared some tips in order to maintain diet plans, considerations for visitors diet concerns, and general advice for the dieting public.